

Rep Order# 9848842 Ver# 1 Status New  
EC'd No

Traffic Order#

Printed: 10/19/2012 1:16 PM  
Last Received: 10/19/2012 12:43 PM  
Showing Buylines: All Lines

1 of 2

Station WKRC-TV CINCINNATI, OH  
Advertiser ( ) POLITICAL  
Product OBAMA ADD TO SKED A  
Estimate# 2141  
Buyer MEREDITH KAUFMAN  
Phone#  
Fax#

Agency ( ) GMMB  
3050 K ST NW  
WASHINGTON, DC 20007  
Agency C/P1/P2/E 95/101/2141  
Flight Dates 10/19/2012 - 10/22/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

NEW ORDER. PLS CHCK AND CNF. T&R

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	1	SA	7P-8P	ET	:30	\$350.00	10/20-10/20	2 P3	1	2	\$700.00	
	2	SA	8P-9P	CRIMETIME	:30	\$1,200.00	10/20-10/20	1 P2	1	1	\$1,200.00	
	3	SA	10P-11P	48 HRS	:30	\$3,500.00	10/20-10/20	1 P2	1	1	\$3,500.00	
	4	SA	12A-1A	CRIM MINDS	:30	\$175.00	10/20-10/20	2 P3	1	2	\$350.00	
	5	SU	12P-1P	NFL TODAY	:30	\$1,500.00	10/21-10/21	1 P3	1	1	\$1,500.00	
	6	SU	1P-4P	NFAL	:30	\$5,500.00	10/21-10/21	2 P3	1	2	\$11,000.00	
	7	SU	4P-7P	NFAL	:30	\$5,500.00	10/21-10/21	1 P3	1	1	\$5,500.00	
	8	SU	11P-1135P	NEWS	:30	\$2,500.00	10/21-10/21	1 P2	1	1	\$2,500.00	
	9	SU	12A-1A	CRIM MINDS	:30	\$175.00	10/21-10/21	2 P3	1	2	\$350.00	
	10	M	5A-530A	NEWS	:30	\$500.00	10/22-10/22	2 P2	1	2	\$1,000.00	
	11	M	530A-6A	NEWS	:30	\$500.00	10/22-10/22	2 P2	1	2	\$1,000.00	

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---	---	---	---	-----	---	---	---	---	---	---	---	---
	12	M	9A-10A	DRS	:30	\$350.00	10/22-10/22	2 P2	1	2	\$700.00	
	13	M	10A-11A	ANDERSON	:30	\$350.00	10/22-10/22	2 P2	1	2	\$700.00	
	14	M	9P-11P	DEBATE	:30	\$8,500.00	10/22-10/22	1 P2	1	1	\$8,500.00	
	15	M	1135P-1235A	LETTERMAN	:30	\$750.00	10/22-10/22	2 P2	1	2	\$1,500.00	

---REPORT TOTALS---

Report Totals: 24 / \$40,000.00

---SALES MONTHLY TOTALS---

Oct 12: 24 / \$40,000.00  
Sales Totals: 24 / \$40,000.00  
Station Totals: 24 / \$40,000.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$132,979	CABL	0%	EKRC	0%	UNKN	0%	WBQC	0%	WCPO	30%
		WKRC	30%	WLWT	24%	WSTR	0%	WXIX	15%		

Books null  
Demos RA35+

ORDER



Orders	Order / Rev:	67338
	Alt Order #:	09848842
	Product Desc:	OBAMA ADD TO SKED A
	Estimate:	2141
	Flight Dates:	10/19/12 - 10/22/12
	Original Date / Rev:	10/19/12 / 10/19/12
	Order Type:	GENERAL

Local 12 WKRC-TV
Millennium Washington DC
MNAT
National

Primary AE:  
Sales Office:  
Sales Region:

Agency	Name:	Greer Margolis Mitchell
	Buying Contact:	
	Billing Contact:	
		1010 Wisconsin Ave
		Washington, DC 20007

Billing Type: Cash  
Billing Calendar: Broadcast  
Billing Cycle: EOM/EOC  
Agency Commission: 15%

Advertiser	Name:	Obama/D/President
	Demographic:	A35+
	Product Codes:	Presidential Elections
	Priority:	P-2
	Revenue Codes:	AGY, POL-CAND, GEN

New Business Thru:  
Order Separation:  
Advertiser External ID:  
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/22/12	24	\$40,000.00	\$34,000.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	24	\$40,000.00	\$34,000.00	0.00
Totals	24	\$40,000.00	\$34,000.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

Order Share	Share	Total
Local 12 WKRC-TV	30%	\$40,000.00
Market	100%	\$133,333.33

Competitive Share	Share	Total
EKRC	0%	\$0.00
UNKWN	1%	\$1,333.33
WCPO	30%	\$40,000.00
WLWT	24%	\$32,000.00
WSTR	0%	\$0.00
WXIX	15%	\$20,000.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WKRC	10/20/12	10/20/12	Sa Prime Access	CM	7:00 PM-8:00 PM	-----S-	:30	2	\$350.00	P-3	0.00	NM	2	\$700.00
Sa Prime Access															
ET															
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week:		10/15/12	10/21/12	-----S-	2	\$350.00	0.00								
E 2	WKRC	10/20/12	10/20/12	Sat Reg 1	CM	8:00 PM-9:00 PM	-----S-	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
Sat Reg 1															
CRIMETIME															
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week:		10/15/12	10/21/12	-----S-	1	\$1,200.00	0.00								
E 3	WKRC	10/20/12	10/20/12	Sat Reg 3	CM	10:00 PM-11:00 PM	-----S-	:30	1	\$3,500.00	P-2	0.00	NM	1	\$3,500.00
Sat Reg 3															

Order / Rev: 67338

Advertiser: Obama/D/President

Alt Order #: 09848842

Product Desc: OBAMA ADD TO SKED A

Local 12 WKRC-TV

Flight Dates: 10/19/12 - 10/22/12

Estimate: 2141

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WKRC	10/20/12	10/20/12	Sat Reg 3 Sat Reg 3	CM	10:00 PM-11:00 PM	-----S-	:30	1	\$3,500.00	P-2	0.00	NM	1	\$3,500.00
48 HRS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week: 10/15/12		10/21/12	10/21/12	-----S-	1	\$3,500.00	0.00								
E 4	WKRC	10/20/12	10/20/12	Sat 1205a-105a Sat 1205a-105a	CM	12:05 XM-1:05 XM	-----S-	:30	2	\$175.00	P-3	0.00	NM	2	\$350.00
CRIM MINDS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week: 10/15/12		10/21/12	10/21/12	-----S-	2	\$175.00	0.00								
E 5	WKRC	10/21/12	10/21/12	NFL Today NFL Today	CM	12:00 PM-1:00 PM	-----S	:30	1	\$1,500.00	P-3	0.00	NM	1	\$1,500.00
NFL TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week: 10/15/12		10/21/12	10/21/12	-----S	1	\$1,500.00	0.00								
E 6	WKRC	10/21/12	10/21/12	AFC Regular Season AFC Regular Season	CM	1:00 PM-4:00 PM (1:00 PM-4:00 PM)	-----S	:30	2	\$5,500.00	P-3	0.00	NM	2	\$11,000.00
NFL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week: 10/15/12		10/21/12	10/21/12	-----S	2	\$5,500.00	0.00								
E 7	WKRC	10/21/12	10/21/12	NFL Regular Season Regular Season	CM	4:00 PM-7:00 PM (4:00 PM-7:00 PM)	-----S	:30	1	\$5,500.00	P-3	0.00	NM	1	\$5,500.00
NFL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week: 10/15/12		10/21/12	10/21/12	-----S	1	\$5,500.00	0.00								
E 8	WKRC	10/21/12	10/21/12	11p M-Su Local 12 News 11p M-Su Local 12 News 11	CM	11:00 PM-11:35 PM (11:00 PM-11:35 PM)	-----S	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week: 10/15/12		10/21/12	10/21/12	-----S	1	\$2,500.00	0.00								
E 9	WKRC	10/21/12	10/21/12	Sun 1205a-105a Sun 1205a-105a	CM	12:05 XM-1:05 XM	-----S	:30	2	\$175.00	P-3	0.00	NM	2	\$350.00
CRIM MINDS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week: 10/15/12		10/21/12	10/21/12	-----S	2	\$175.00	0.00								
E 10	WKRC	10/22/12	10/22/12	5a Good Morn Cincinnati 5a Good Morn Cincinnati	CM	5:00 AM-5:30 AM (5:00 AM-5:30 AM)	M-----	:30	2	\$500.00	P-2	0.00	NM	2	\$1,000.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week: 10/22/12		10/28/12	10/28/12	M-----	2	\$500.00	0.00								
E 11	WKRC	10/22/12	10/22/12	5a Good Morn Cincinnati 5a Good Morn Cincinnati	CM	5:30 AM-6:00 AM (5:30 AM-6:00 AM)	M-----	:30	2	\$500.00	P-2	0.00	NM	2	\$1,000.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week: 10/22/12		10/28/12	10/28/12	M-----	2	\$500.00	0.00								
E 12	WKRC	10/22/12	10/22/12	M-F 9a-10a M-F 9a-10a	CM	9:00 AM-10:00 AM	M-----	:30	2	\$350.00	P-2	0.00	NM	2	\$700.00
DRS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week: 10/22/12		10/28/12	10/28/12	M-----	2	\$350.00	0.00								
E 13	WKRC	10/22/12	10/22/12	M-F 10a-11a M-F 10a-11a	CM	10:00 AM-11:00 AM	M-----	:30	2	\$350.00	P-2	0.00	NM	2	\$700.00
ANDERSON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week: 10/22/12		10/28/12	10/28/12	M-----	2	\$350.00	0.00								
E 14	WKRC	10/22/12	10/22/12	Mon Spec Mon Spec	CM	9:00 PM-11:00 PM (9:00 PM-11:00 PM)	-----	:30	1	\$8,500.00	P-2	0.00	NM	1	\$8,500.00
DEBATE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week: 10/22/12		10/28/12	10/28/12	M-----	1	\$8,500.00	0.00								
E 15	WKRC	10/22/12	10/22/12		CM	11:35 PM-12:35 AM	-----	:30	2	\$750.00	P-2	0.00	NM	2	\$1,500.00

67338

09848842

Estimate: 2141

2141

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
LETTERMAN																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>									
		Week: 10/22/12	10/28/12	M-----	2	\$750.00	0.00									
Totals															24	\$40,000.00